

Client Services Procedure Manual

Procedure: 85.00

Subject: Administration and Promotion of the Health and Safety Learning Series

The Health and Safety Learning Series is a program designed and delivered by staff at WorkplaceNL to increase the education and awareness of occupational health and safety and return to work in the workplace. The workshops and webinars address the injury priorities and fulfill the strategic mandate of WorkplaceNL.

The following procedure outlines the process for identification, selection and assignment of workshop and webinar topics, including the development process for marketing and promotion material. In addition, this procedure provides guidance on the administration of the program with a particular emphasis on registration and cancellation procedures, minimum attendance guidelines, and evaluation processes.

1. Identification and Selection of Workshop and Webinar Topics and Schedule

The identification and selection of workshop and webinar topics will be guided by the injury priorities that complement the strategic direction of WorkplaceNL. All topics identified will address educational gaps in occupational health and safety and early and safe return to work, and assist employers and workers in understanding their roles and responsibilities in protecting workers and facilitating early and safe return to work practices. Workshop and webinar topics can be identified through various means including specific requests from employers, workers, and other workplace parties. In addition, WorkplaceNL will consider and evaluate feedback from workshop and webinar participants, safety sector councils, WorkplaceNL staff, and the Occupational Health and Safety (OHS) Division of Service NL. In all cases, WorkplaceNL will assess the need of conducting education in a particular area by using injury statistics and key performance indicators that may be available to the organization.

Prevention Services has the responsibility to identify and prepare a roster of workshops and webinars annually including the identification of learning outcomes, selection of dates, and staff assignments. In preparing the roster, Prevention Services will collaborate with other departments at WorkplaceNL and assess factors that may impact the final schedule, including flight schedules, venue availability, statutory and civic holidays, and other safety conferences and events. The Director, Prevention Services will approve the final roster of workshops and webinars, and implement processes to ensure effective administration and management of these educational events. The final roster will be approved on or before September 30 of each year.

Once the final roster of workshops and webinars for the upcoming year has been approved, the Communications Department will promote the roster of workshops and webinars in relevant publications and media channels.

2. Marketing and Promotion

The Communications Department manages the marketing budget and determines the strategies and tactics to promote the workshops and webinars to workers, employers and the general public. The marketing mix may be adjusted in order to fulfill budget requirements or changes in marketing tactics.

Marketing Material Production Schedule

Prevention Services and Communications work collaboratively to ensure that workshops and webinars are promoted within appropriate lead times to ensure maximum registration and efficient delivery. In all cases, every workshop and webinar will begin to be promoted at least **one month** prior to the start of the workshop or webinar.

In order for the two departments to meet the promotion timeline, the following production schedule is recommended:

- **Content Delivery:** Prevention Services will forward workshop and webinar information (including description, learning outcomes, dates, venues, and registration information) to the Manager, Communications in quarterly batches **12 weeks** prior to the start date of the workshop(s) or webinar:
 - Q1 Workshops - January, February, and March Due Date: October 1
 - Q2 Workshops - April, May, and June Due Date: January 3
 - Q3 Workshops - July, August, and September Due Date: April 1
 - Q4 Workshops - October, November, and December Due Date: July 2
- **Content Revision:** The Manager, Prevention Services and the Manager, Communications will review and revise the content to ensure that each workshop and webinar has key messages that will resonate with workers, employers and the general public and all dates, times and venues are accurate. All revisions to the workshop and webinar content will be completed **within two weeks** of receipt by the Communications Department to ensure ample time to design and create the marketing materials.
- **Content Approval:** The Director, Prevention Services and the Director, Communications approves the content **within two weeks** of receipt to ensure clarity of message, plain language, and marketing appeal.
- **Creative Design/Layout:** Upon approval, Communications will design and layout all marketing materials **six weeks** prior to the start of the workshop and webinar.
- **Quality Control Check:** All marketing materials will be approved by the Manager, Communications and the Manager, Prevention Services prior to release to media outlets.
- **In Market:** The Marketing Advisor ensures marketing materials are in market, including print and/or digital as appropriate, at least **one month prior** to the start of a workshop or webinar. This includes providing Prevention Services with copies of all materials for direct distribution to clients.

Table 1: Marketing Material Production Schedule – Reference Table

Deliverables	Time Before Workshop Delivery			
	12 weeks	10 Weeks	6 Weeks	4 Weeks
Workshop descriptions / learning outcomes				
Feedback and revisions				
Creative design and layout				
Promotion and marketing				

3. Marketing Material Distribution

- Communications manages email distribution lists, in accordance with anti-spam legislation, and social media accounts, and issues outbound emails and posts of upcoming workshops and webinars.
- Communications manages the media buys and distributes approved marketing materials to media outlets as appropriate, with a focus on ensuring placement across the province based on the location of an upcoming workshop.
- Communications promotes the workshops and webinars through its digital channels, publications and appropriate marketing tactics.
- Prevention Services will provide priority employers with information on the workshops and webinars and provide priority registration for all events.
- After the marketing materials are finalized a full colour paper version of each workshop will be forwarded to Prevention Services to distribute to priority employers.
- Prevention Services will provide marketing materials to clients during site visits, and safety sector councils, chambers of commerce, and other safety associations.
- The Prevention Program Assistant (PPA) will be responsible to distribute the electronic version of all workshops and webinars to staff in Prevention Services to promote to their clients.

4. Workshop and Webinar Learning Resources Development and Timeline

Prevention Services will be responsible for developing all associated learning resources and presentations for each workshop and webinar using information on best practices, industry standards, and research within the field. In the event the workshop or webinar is developed and delivered with other departments, experts in the respective areas will lead the development and facilitation of the

workshop and webinars, with assistance from Prevention Services as required. All materials will adhere to WorkplaceNL brand standards.

Staff assigned to a workshop or webinar will work with the Senior Health and Safety Advisor to develop learning resources, case studies, and visual aids to engage workers and employers in the workshop and webinar topic.

The workshop and webinar development timeline outlines the task to be completed with reference to the number of weeks prior to the first workshop or webinar date:

- Twenty weeks – A framework is developed for the workshop / webinar outlining the learning objectives. The facilitator will review previous workshop evaluations completed on the topic and consult industry best practices and research.
- Sixteen weeks – Workshop is submitted to the Senior Health and Safety Advisor. Feedback will be provided and any changes or revisions as a result of the review will be completed.
- Twelve weeks – Final workshop presentation and learning resources submitted to Manager, Prevention Services for review and approval.
- Eight weeks – Final approved version of the workshop sent to print.

5. Cancellation Procedure

Workshops and webinars have minimum registration requirements, and as such, any scheduled event can be cancelled due to a low number of registered participants. Any workshop or webinar with less than 12 registered participants one week prior to the event will be cancelled and all registered participants will be notified immediately via email.

Workshop cancellation due to weather

In the event of inclement or pending weather, workshop participants can avail of WorkplaceNL's Health and Safety Learning Series Information Line (1-888-490-0777) to check the current status of scheduled workshops throughout the province. The Manager, Prevention Services, or designate, will have functional responsibility to update the telephone line by 7:30 a.m. on the scheduled day of the event. If advanced cancellation notice is available (i.e. pending weather), registered participants will be notified of the cancellation by email using the email address provided at the time of registration. Workshop participants will also be reminded to check the Health and Safety Learning Series Information Line to confirm whether or not the scheduled workshop is going ahead.

For workshops delivered outside the St. John's area, the decision to cancel an event due to inclement weather will be at the discretion of the facilitator in consultation with the Manager, Prevention Services. In all cases, the Manager, Prevention Services, or designate, will update the Health and Safety Learning Series Information Line by 7:30 a.m. on the scheduled day of the event.

Webinar cancellation due to weather

For webinar cancellations due to inclement weather, the Manager, Prevention Services, or designate, will email all registered participants to advise them of the cancellation. The email notification will be completed by 7:30 a.m. on the day of the scheduled webinar.

6. Registration

WorkplaceNL will make every effort to ensure that workshops and webinars are delivered to clients on the scheduled date. However, any workshop or webinar that does not have 12 registered participants one week before the schedule date will be cancelled. The maximum registration for a workshop will be 40 participants to ensure adequate dialogue and discussion of the workshop topic. Webinars will have no maximum registration limits.

WorkplaceNL will encourage all participants to register through the Certification Training Registry for workshops. However, email, and telephone registrations will also be accepted.

Webinar registration will only be accepted via email and telephone as the software used for this service presently exists outside the Certification Training Registry (CTR).

WorkplaceNL believes that having a diverse group of employers and workers, with different levels of experience and training, leads to the best discussion and learning outcomes. As such, WorkplaceNL will register workers and employers from varying industries and occupations.

Priority employers will be given priority registration through special invitation. Any company that requests 12 or more registrations will be advised that WorkplaceNL can provide the workshop at their workplace, and if preferred, the workshop will be tailored to meet their needs.

WorkplaceNL may also limit the number of students at workshops in a particular location. WorkplaceNL will notify the school administration and the teacher/instructor that the workshop can be delivered at their school. If students attend a WorkplaceNL workshop, there is a requirement for the instructor to also be in attendance at the session.

7. Reminder emails

Reminder emails will be sent to participants for all workshops as follows:

- One week before the scheduled date of the workshop, the Prevention Program Assistant will send a reminder email of the upcoming workshop to all registered participants. The communication will outline the name of the workshop, venue name, date, and start time. In addition, it will include requests to notify WorkplaceNL if the participant is unable to attend.
- One day before the scheduled workshop date, a reminder will be sent to all participants by the Prevention Program Assistant.

8. Evaluation

Every workshop and webinar will have a Participant Evaluation Form that will be used to assess the learning outcomes from the participants' perspective, including their feedback on the facilitator,

learning material, and learning environment. These forms will be summarized by the Prevention Program Assistant and a summary report will be provided for each workshop and webinar and shared with the facilitator, Senior Health and Safety Advisor, and management in Prevention Services.

The first week following each quarter, the Prevention Program Assistant provides Communications with summary statistics on how participants became aware of the workshops or webinars and other relevant information. This data will inform Communications and Prevention Services regarding decisions on appropriate marketing mix to promote the workshops and webinars.

Reference: N/A

Amendment History

Original Effective Date	2018 06 06
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